



Calls to Action

for Proactive Vaccine Outreach

Three calls to action for AAAs, CILs, and other network partners.

01.

ADDRESS HESITANCY/ACCESS

SOCIAL DETERMINANTS OF HEALTH

Care Transitions and **Care Coordinators** have been identified as those who can work to address SDOH vaccine hesitancy and vaccine access factors. Staff can integrate vaccine information as a crucial element of their important work with clients.

SDOH Vaccine Hesitancy Factors

- o Low Health Literacy
- o Loneliness / Social Isolation
- o Culture

SDOH Reduced Vaccine Access Factors

- o Lack of Transportation
- o Homebound status
- o Limited Caregiver Support
- o Housing Insecurity
- o Financial Limitations
- o Loneliness / Social Isolation

02.

ACTIVATE STAFF

VACCINE OUTREACH PERSONNEL

Activate all client-facing staff to be **vaccine outreach personnel**. The HHS We Can Do This and Made to Save websites offer great resources as well as the AD Council, including sample call scripts and discussion prompts. There is also information on outreach to various cultural and ethnic groups.

wecandothis.hhs.gov

www.mobilize.us/madetosave

getvaccineanswers.org

03.

SHARE YOUR SUCCESS

SHOWCASE YOUR EFFORTS

Virginia has a lot to be proud of thanks to the important work you do. **Tell us about your vaccine outreach activities**, specifically:

- o Increasing vaccine confidence
- o Reaching underserved populations
- o Public and individual outreach and awareness
- o Vaccine registration, transportation, and other support for vaccine distribution
- o Number of people reached and demographic characteristics
- o Tracking of spending
- o Barriers
- o Proactive outreach strategies/success stories

Fill out this [online form](#) or contact us at nowrongdoorvirginia@dars.virginia.gov